



COMPLIANCE COMPONENT

Revised:

DEFINITION	
<i>Name</i>	Branding Identity
<i>Description</i>	A brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as image or symbols. The branding identity encompasses the expectations associated with a product or service. Those expectations are formed by accumulated experiences which become a recognition value for a product or service.
<i>Rationale</i>	A branding identity necessitates that a Web site becomes a partner with those experiences/expectations and builds additional strengths through quality content and easy navigation. Web design, layout and usability can add to or take away from the branding identity. A strong branding identity brings about a feeling of credibility, trust, and confidence in the Web product or service.
<i>Benefits</i>	<p>Research has shown that human factors and business strategies are coming together; that there is a need for the convergence of marketing, branding and usability when designing the user experience. A positive first-hand experience is crucial in determining that repeat visits to a Web site occur. A competent branding identity stems from experiencing a site with good usability. If a Web site is usable and fulfils the purpose for the visit, the user will be intrinsically rewarded with success and achievement.</p> <p>The branding identity is the aspect of a Web design that establishes a unique look and feel. Branding identity has these advantages:</p> <ul style="list-style-type: none"> • it maintains a consistency that helps a user orient and remember the structure of the Web product or service; • it informs the user about the context and the values promoted by the Web site provider; • it helps a user remember and identify a specific Web product and service; and • it establishes a Web approach to which the user responds positively.
ASSOCIATED ARCHITECTURE LEVELS	
<i>Specify the Domain Name</i>	Interface
<i>Specify the Discipline Name</i>	Branding
<i>Specify the Technology Area Name</i>	Usability
<i>Specify the Product Component Name</i>	
COMPLIANCE COMPONENT TYPE	
<i>Document the Compliance Component Type</i>	Guideline
<i>Component Sub-type</i>	

COMPLIANCE DETAIL			
<i>State the Guideline, Standard or Legislation</i>		A good branding identity will result from consistent application when using the following areas (where applicable): <ul style="list-style-type: none"> Logos, symbols, images, state or agency seals; design, colors, layout, common elements; current and accurate content, editorial style; slogans, mottos, mission and vision statements; navigation and search methods; contact information, agency interaction/response with customer(s); and a collection of relevant information, security, and privacy. 	
<i>Document Source Reference #</i>			
Compliance Sources			
<i>Name</i>		<i>Website</i>	
<i>Contact Information</i>			
<i>Name</i>		<i>Website</i>	
<i>Contact Information</i>			
KEYWORDS			
<i>List Keywords</i>	Branding, identity, usability, content, function, navigation, marketing, Web design, recognition, look and feel, experiences, expectations, Web product or service, common elements		
COMPONENT CLASSIFICATION			
<i>Provide the Classification</i>	<input type="checkbox"/> <i>Emerging</i> <input checked="" type="checkbox"/> <i>Current</i> <input type="checkbox"/> <i>Twilight</i> <input type="checkbox"/> <i>Sunset</i>		
<i>Sunset Date</i>			
COMPONENT SUB-CLASSIFICATION			
<i>Sub-Classification</i>	<i>Date</i>	<i>Additional Sub-Classification Information</i>	
<input type="checkbox"/> <i>Technology Watch</i>			
<input type="checkbox"/> <i>Variance</i>			
<input type="checkbox"/> <i>Conditional Use</i>			
Rationale for Component Classification			
<i>Document the Rationale for Component Classification</i>			
Migration Strategy			
<i>Document the Migration Strategy</i>			
Impact Position Statement			
<i>Document the Position Statement on Impact</i>			
CURRENT STATUS			
<i>Provide the Current Status</i>	<input type="checkbox"/> <i>In Development</i> <input type="checkbox"/> <i>Under Review</i> <input checked="" type="checkbox"/> <i>Approved</i> <input type="checkbox"/> <i>Rejected</i>		

AUDIT TRAIL			
<i>Creation Date</i>	09-06-05	<i>Date Approved / Rejected</i>	9/27/05
<i>Reason for Rejection</i>			
<i>Last Date Reviewed</i>		<i>Last Date Updated</i>	
<i>Reason for Update</i>			